



January 30, 2015

Carol Schatz, President & Chief Executive Officer
Attn: John Howland
Central City Association of Los Angeles
626 Wilshire Blvd., Suite 200
Los Angeles, CA 90017

Dear Ms. Schatz,

I am very pleased to submit a proposal to develop and manage the sidewalk vending education and outreach campaign.

As Chief of Staff for a Los Angeles City Councilmember, I saw firsthand how the lack of health department enforcement put children's health at risk, and I was able to lead an effort to reduce illegal vending on City streets, especially around schools. This involved developing educational programming for public, neighborhood council and public school consumption that informed city residents of the dangers of purchasing food from illegal vendors, and ensuring the media was reporting the issue in a fair a balanced way.

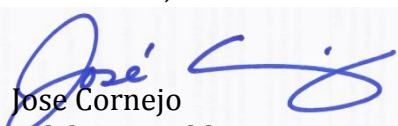
In my current role as a consultant to the South Valley BusinessSource Center, I have been able to establish strong relationships with small and micro-businesses throughout the San Fernando Valley, and have listened to their concerns about the impact of sidewalk vending and the inequality of regulation and taxation.

The campaign to legalize "illegal" street vending has gained significant support in the absence of a comprehensive educational campaign from the alternative point of view. It's time to change the narrative and mobilize micro businesses to tell their stories and share their struggles. It's time to mobilize worker who will be displaced. It will not be an easy or short term task.

The fee structure outlined in this proposal is reflective of the time, energy and commitment that will be required to effectively educate consumers, stakeholders, opinion makers and stakeholders.

I look forward to working with you and your team. I sincerely appreciate your consideration and look forward to hearing from you. If you have any additional questions, please feel free to contact me at (818) 486-3322.

All the best,



Jose Cornejo
California Public Strategies

California PUBLIC STRATEGIES



José Cornejo
Chief Strategist

Proposal for



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CONFIDENTIAL

Introduction

Founded in 2011, California Public Strategies provides strategic public and government affairs counsel, with particular focus on issue advocacy, coalition building, media relations, crisis communications, and marketing material development services for private and non-profit sector clients. California Public Strategies is proud to be a Minority Business Enterprise (MBE) certified by the City of Los Angeles.

Most government relations firms delegate assignments to junior staffers, who are working on dozens of projects with a multitude of clients and have little experience or insight on how public officials deliberate and make decisions.

From day one, José Cornejo, Founder of California Public Strategies, has taken a different approach. By maintaining a select number and caliber of clientele, California Public Strategies has been able to maintain a direct, hands-on approach to projects and client relationships.

José Cornejo has more than 20 years of experience helping state and local elected officials craft policy and make decisions. He has taken the lessons that come from being lobbied by hundreds of government affairs professionals, applied the tactics and strategies that work, and has folded them into his business practices.

Jose has worked for elected officials who have represented communities of Los Angeles from the San Fernando Valley to East LA to South Los Angeles. Jose served as a key member of the City of Los Angeles' 2012 Redistricting Commission and participated in over 20 public hearings across the city. He understands the demographics of all areas of the city.

Government Affairs

José Cornejo has the depth and breadth of expertise, as well as the relationships necessary to ensure your voice is heard and your message is conveyed. With decades of experience as senior staff and Chief of Staff to members of the California State Legislature, as well as, the Los Angeles City Council, José Cornejo has an unparalleled understanding of the importance of strategy, timing and thoughtful decision making. With an insider's perspective, California Public Strategies can help effectively navigate political and regulatory landscapes on the state and local levels.

Issue Advocacy

Issue advocacy campaigns are quickly becoming essential to legislative and regulatory strategies. If done correctly, these campaigns have the ability to create a groundswell of support for a client's position. In the form of personalized letters, e-mails and key testimony at public hearings, issue advocacy on a grassroots level can create a wave of

constituent support for legislative and regulatory issues. By targeting constituents within the appropriate city council or legislative districts, we can conduct effective, targeted campaigns that will bolster support for your efforts. A vital component of issue advocacy is cultural and language sensitive messaging, getting into the community early with a clear and concise message is essential to reducing opposition to CCA's efforts.

Public Involvement and Community Relations

Building public support for a project often involves reaching into communities and developing neighborhood support. Collaborating with community organizations and neighborhood leaders, as well as engaging the public early the process will help mitigate opposition. Creating and managing community advisory committees that can review the project's scope and impact will develop community relationships, reduce opposition and garner support. We will take your message into the neighborhood meetings, city halls, churches, senior and community centers to help build support at the grassroots level.

Direct Mail and Print Advertising

California Public Strategies offers cutting edge direct mail services that break away from old worn-out methods. We use a select few independent graphic designers with a variety of backgrounds. This allows us to move quickly and efficiently while not sacrificing quality. Whether it is in the mailbox or in the newspaper, stakeholder or voters will notice and read your message.

Media Relations

With over two decades of hands-on experience generating earned media coverage for an array of issues and elected officials, José Cornejo and California Public Strategies knows how to get the media to take notice and carry your message. Whether you're seeking print, broadcast or online coverage, we can ensure your message reaches your target audience. We will help you craft a clear and compelling message, assist in building a dialogue with reporters, prepare you for interviews, craft effective press releases, and pitch stories in English and Spanish to make sure your messaging is received by all necessary parties and outlets.

Social Media and Online Strategy

Legislative, regulatory and political campaigns are 24-hour operations that require us to use every resource at our disposal, including social and online tools. We will work with you to develop appropriate strategies and tactics.

Clients (Partial list)

- ❖ Congressman Tony Cárdenas
- ❖ State Senator Robert M. Hertzberg
- ❖ Los Angeles Archdiocese
- ❖ Initiating Change in Our Neighborhoods Community Development Corporation (ICON CDC) South Valley BusinessSource Center
- ❖ Various political strategy clients
- ❖ Various lobbying clients

Changing the Narrative

To win in the court of public opinion on this issue you have to change the narrative and the messengers.

Nearly 70 speaker cards were submitted at the December 2, 2014 meeting of the Economic Development Committee of the Los Angeles City Council. Of the approximately 40 cards submitted in support of legalizing street vending, 31 of them came from people with Spanish surnames. News coverage of the hearing mostly showed people of color speaking in favor of legalizing street vending and non-Latinos and non-blacks speaking against it. Opponent of legalizing street vendors were, for the most part, white paid advocates.

California Public Strategies has prepared a proposal to outline the scope of work to assist CCA and local businesses to change the narrative.

Prior to resuming operations California Public Strategies would host a planning session with CCA to identify and define the associations specific policy goals and alternative.

After the initial planning session, California Public Strategies will produce a Strategy and Action Plan that will clearly define a process and potential obstacles presented by community organization, labor unions, community leaders and decision makers.

The Plan will also include outreach strategies to create a coalition of small business owners of diverse industries and ethnicities, as well as neighborhood groups who oppose the proposed ordinance and further inform senior decision-makers and elected officials.

We will take CCA's message to targeted neighborhoods in meetings, churches, senior centers, chambers of commerce, ethnic chambers of commerce, and community centers to help build support at a grassroots level.

We intend to develop language and culturally sensitive messages -- what one says is very important, how it is said is critical. Having people who understand and can respond immediately in different languages is vital. I am fluent in Spanish and am able to carry out complete conversations in Spanish. I have facilitated large town hall meetings in both Spanish and English or exclusively in Spanish. I have also participated in newspaper, television and radio interviews in both languages.

Business Owner Outreach

Currently oversee a team of professionals in the San Fernando Valley, who go door-to-door in specified commercial corridors and engage business owners participate in various city and state programs ranging from financial literacy to energy conservation.

I have been able to assemble teams of professionals who are bilingual and multi-lingual as well as culturally sensitive.

One of the clients was so pleased with the results, that they asked us to do outreach outside of our assigned San Fernando Valley territory and provide services in Koreatown where the assigned contractor had failed to get results. In one week my team produced more results than the incumbent had produced in four months.

Speakers Bureau

The Speakers Bureau is intended to train and orient the speakers on the issue and make sure that all public speakers stay on message. It is also intended to promote companionship/ camaraderie among the speakers and with the coordinator, and clarify the objectives we hope to accomplish. Additionally, the training allows CCA to get a good sense of each speaker, the stories they can tell, the types of panels or venues in which they would be particularly good or not be such a great fit for, etc..

Perhaps most importantly, the training is meant to help each speaker hone their individual story, gain a sense of confidence in their story and speaking abilities, and give all the speakers a good sense of what it is like to go before a panel or community organization, how a panel functions, and what to expect from the paneling experience.

Social Media and Online Strategy

Legislative, regulatory and political campaigns are 24-hour operations that require us to use every resource at our disposal, including social and online tools. We will work with you to develop appropriate strategies and tactics, including, the development of 3 minute

short videos that allow small business to talk about their challenges and struggles, which can be a powerful tool.

Fees

12 month Advocacy contract - \$12,500 per month

- ✓ Direct Lobbying
- ✓ Community Organizing/Spokesperson
- ✓ Coalition and Stakeholder Engagement
- ✓ Media Spokesperson (Spanish and English)
- ✓ Speakers Bureau Training and Coaching (Spanish and English)

12 month Business Owner Outreach - \$16,000 per month

- ✓ Door to door outreach
- ✓ **Three** professional bilingual canvassers

Possible additional cost:

- ☐ Data List Purchase - \$16,000 for one year
 - Business Name, Owner, Location, Phone, Email, Revenues....
- ☐ Brochures - \$800 per design
 - Quantity TBD (average cost for print, postage and list = \$.80 per unit)
- ☐ Video Production - \$25,000
 - Develop and produce extended 3 minute PR piece for (YouTube and website)
 - Develop two 15 second pre-roll spots for online campaign
- ☐ 3 minute short videos (Business Challenges)
- ☐ Refreshments for Community Meetings
- ☐ Entertainment of key stakeholders